WHAT IS CLAIMED IS:

1. In a network comprising a plurality of computers, a computer-implemented method of providing information in response to an information request, the method comprising:

providing a first set of rules identifying a plurality of tokens and information associated with the plurality of tokens;

receiving the information request from a first source, the information request generated in response to an action performed by the user;

determining a first set of tokens from the plurality of tokens corresponding to the information request;

determining first information corresponding to the first set of tokens based upon the first set of rules; and

communicating the first information to the first source.

2. The method of claim 1 wherein the action performed by the user comprises accessing a first web page and the information request comprises content information displayed by the first web page.

3. The method of claim 1 wherein:

the action performed by the user comprises requesting purchase of a plurality of items;

the information request comprises information identifying the plurality of items; and

the first information comprises information related to purchasable items corresponding to the plurality of items.

4. The method of claim 1 wherein the first source is a first computer, and the method further comprises outputting the first information to the user via the first computer.

5. The method of claim 1 wherein:

the information request comprises content information related to a plurality of items,

determining the first set of tokens from the plurality of tokens corresponding to the information request comprises:

extracting keywords related to the plurality of items from the content information;

determining the first set of tokens corresponding to the keywords; and

the first information comprises information related to purchasable items corresponding to the plurality of items.

6. The method of claim 5 wherein the first information comprises promotional information, branding information, and marketing information provided by a plurality of vendors for the first set of tokens.

7. The method of claim 5 wherein extracting the keywords related to the plurality of items from the content information comprises extracting a quantity value associated with at least one keyword extracted from the content information.

8. The method of claim 7 wherein extracting the keywords related to the plurality of items from the content information comprises extracting a unit of measure associated with the quantity value.

9. The method of claim 1 wherein determining the first set of tokens from the plurality of tokens corresponding to the information request comprises:

extracting a first plurality of keywords from the information request; and

determining the first set of tokens corresponding to the first plurality of keywords.

10. The method of claim 9 wherein:

extracting the first plurality of keywords from the information request comprises:

storing a list of keywords; and

identifying a keyword as belonging to the first plurality of keywords if the keyword is included in the information request and in the list of keywords; and

determining the first set of tokens corresponding to the first plurality of keywords comprises:

storing a second set of rules identifying tokens from the plurality of tokens corresponding to keywords in the list of keywords; and

determining the first set of tokens corresponding to the first plurality of keywords based upon the second set of rules.

11. The method of claim 10 wherein:

the list of keywords includes keywords specified by a plurality of vendors; and

the second set of rules includes rules specified by the plurality of vendors.

12. The method of claim 1 wherein:

the first set of rules includes a first rule specifying a first condition involving a category associated with at least one token from the plurality of tokens and identifying information to be communicated to the user if the first condition is satisfied; and

determining the first information corresponding to the first set of tokens based upon the first set of rules comprises:

determining if the first condition of the first rule is satisfied by tokens in the first set of tokens; and

if the first condition is satisfied, including the information identified by the first rule in the first information.

13. The method of claim 1 wherein the first set of rules include rules configured by a plurality of vendors and the information associated with the plurality of tokens comprises vendor-configured information.

14. The method of claim 1 wherein determining the first information corresponding to the first set of tokens based upon the first set of rules comprises:

determining a second set of rules from the first plurality of rules, the second set of rules including rules associated with the first set of tokens; and

determining the first information based on the second set of rules, the first information comprising information specified by the second set of rules.

15. The method of claim 1 further comprising:

storing preferences for the user;

filtering the first information to include information which satisfies the user preferences; and

wherein communicating the first information to the first source comprises communicating the filtered first information to the first source.

16. The method of claim 1 wherein:

the first set of rules includes a first rule provided by a first vendor, the first rule specifying a first condition involving at least one token from the plurality of tokens and identifying information provided by the first vendor to be communicated to the user if the first condition is satisfied; and

determining the first information corresponding to the first set of tokens based upon the first set of rules comprises:

determining if the first condition of the first rule is satisfied by tokens in the first set of tokens; and

if the first condition is satisfied, including the information provided by the first vendor in the first information.

17. The method of claim 1 further comprising:

modifying the first set of rules by modifying the associations between the plurality of tokens and information associated with the plurality of tokens; and

wherein determining the first information corresponding to the first set of tokens based upon the first set of rules comprising determining the first information based upon the modified first set of rules.

18. In a network comprising a plurality of computers, a computer-implemented method of providing information in response to an information request, the method comprising:

receiving the information request from a first source, the information request generated in response to an action performed by the user;

determining a plurality of tokens corresponding to the information request;

determining a plurality of vendors corresponding to the plurality of tokens;

determining first information provided by the plurality of vendors corresponding to the plurality of tokens; and

communicating the first information to the first source.

19. In a network comprising a plurality of computers, a computer-implemented method of providing information in response to an information request, the method comprising:

receiving the information request from a first computer system, the information request generated in response to an action performed by the user;

determining a plurality of tokens corresponding to the information request;

determining a plurality of vendors corresponding to the plurality of tokens;

for each vendor from the plurality of vendors:

determining a set of tokens from the plurality of tokens associated with the vendor;

communicating information related to the set of tokens to the vendor; and

in response, receiving information from the vendor corresponding to the set of tokens; and

communicating information received from the plurality of vendors to the first computer system.

20. In a network comprising a first computer system and a second computer system, a computer-implemented method of providing information in response to an information request, the method comprising:

at the first computer system:

generating the information request in response to a user action; and

communicating the information request to the second computer system; and

at the second computer system:

receiving the information request from the first computer;

accessing a first set of rules identifying a plurality of tokens and information associated with the plurality of tokens;

determining a first set of tokens from the plurality of tokens corresponding to the information request;

determining first information corresponding to the first set of tokens based upon the first set of rules; and

communicating the first information to the first computer system.

21. The method of claim 20 wherein:

generating the information request at the first computer in response to the user action comprises:

accessing a first web page provided by the second computer system, the first web page comprising an input field for inputting information; and

inputting information identifying a second web page in the input field; and

determining the first set of tokens at the second computer system from the plurality of tokens corresponding to the information request comprises:

determining at least one token in the first set of tokens based on content information displayed by the second web page.

22. The method of claim 21 wherein the second web page is stored by a third computer system.

23. The method of claim 20 wherein:

generating the information request at the first computer in response to the user action comprises:

accessing a first web page provided by the second computer system, the first web page comprising an input field for inputting information; and

inputting content information in the input field; and

determining the first set of tokens at the second computer system from the plurality of tokens corresponding to the information request comprises:

determining at least one token in the first set of tokens based on the content information input in the input field.

24. A system for providing information to a user comprising:

a communication network;

a first computer system coupled to the communication network; and

a second computer system coupled to the communication network;

wherein the second computer system is configured to:

store a first set of rules identifying a plurality of tokens and information associated with the plurality of tokens;

receive an information request from the first computer system, the information request generated in response to an action performed by the user using the first computer system;

determine a first set of tokens from the plurality of tokens corresponding to the information request;

determine first information corresponding to the first set of tokens based upon the first set of rules; and

communicate the first information to the first computer system.

25. The system of claim 24 wherein the action performed by the user using the first computer system comprises accessing a first web page and the information request comprises content information displayed by the first web page.

26. The system of claim 24 wherein:

the action performed by the user comprises requesting purchase of a plurality of items;

the information request comprises information identifying the plurality of items; and

the first information comprises information related to purchasable items corresponding to the plurality of items.

27. The system of claim 24 wherein the first computer system is configured to receive the first information from the second computer system and to output the first information.

28. The system of claim 24 wherein:

the information request comprises content information related to a plurality of items,

in order to determine the first set of tokens from the plurality of tokens corresponding to the information request, the second computer system is configured to:

extract keywords related to the plurality of items from the content information;

determine the first set of tokens corresponding to the keywords; and

the first information comprises information related to purchasable items corresponding to the plurality of items.

29. The system of claim 28 wherein the first information comprises promotional information, branding information, and marketing information provided by a plurality of vendors for the first set of tokens.

30. The system of claim 28 wherein the second computer system is configured to extract a quantity value associated with at least one keyword extracted from the content information.

31. The system of claim 30 the second computer is configured to extracting a unit of measure associated with the quantity value.

32. The system of claim 24 wherein the second computer system is configured to determine the first set of tokens from the plurality of tokens corresponding to the information request by:

extracting a first plurality of keywords from the information request; and

determining the first set of tokens corresponding to the first plurality of keywords.

33. The system of claim 32 wherein:

extracting the first plurality of keywords from the information request comprises:

storing a list of keywords; and

identifying a keyword as belonging to the first plurality of keywords if the keyword is included in the information request and in the list of keywords; and

determining the first set of tokens corresponding to the first plurality of keywords comprises:

storing a second set of rules identifying tokens from the plurality of tokens corresponding to keywords in the list of keywords; and

determining the first set of tokens corresponding to the first plurality of keywords based upon the second set of rules.

34. The system of claim 33 wherein:

the list of keywords includes keywords specified by a plurality of vendors; and

the second set of rules includes rules specified by the plurality of vendors.

35. The system of claim 24 wherein:

the first set of rules includes a first rule specifying a first condition involving a category associated with at least one token from the plurality of tokens and identifying information to be communicated to the user if the first condition is satisfied; and

in order to determine the first information corresponding to the first set of tokens based upon the first set of rules, the second computer system is configured to:

determine if the first condition of the first rule is satisfied by tokens in the first set of tokens; and

if the first condition is satisfied, include the information identified by the first rule in the first information.

36. The system of claim 24 wherein the first set of rules include rules configured by a plurality of vendors and the information associated with the plurality of tokens comprises information configured by a vendor.

37. The system of claim 24 wherein in order to determine the first information corresponding to the first set of tokens based upon the first set of rules, the second computer system is configured to:

determine a second set of rules from the first plurality of rules, the second set of rules including rules associated with the first set of tokens; and

determine the first information based on the second set of rules, the first information comprising information identified by the second set of rules.

38. The system of claim 24 wherein the second computer system is further configured to:

store preferences for the user;

filter the first information to include information which satisfies the user preferences; and

communicate the filtered first information to the first computer system.

39. The system of claim 24 wherein:

the first set of rules includes a first rule provided by a first vendor, the first rule specifying a first condition involving at least one token from the plurality of tokens and identifying information provided by the first vendor to be communicated to the user if the first condition is satisfied; and

in order to determine the first information corresponding to the first set of tokens based upon the first set of rules, the second computer system is configured to:

determine if the first condition of the first rule is satisfied by tokens in the first set of tokens; and

if the first condition is satisfied, include the information provided by the first vendor in the first information.

40. The system of claim 24 wherein the first computer system is further configured to:

modify the first set of rules by modifying the associations between the plurality of tokens and information associated with the plurality of tokens; and

determine the first information based upon the modified first set of rules.

41. A system for providing information to a user comprising:

a communication network;

a first computer system coupled to the communication network; and

a second computer system coupled to the communication network;

wherein the second computer system is configured to:

receive an information request from a first computer system, the information request generated in response to an action performed by the user using the first computer system;

determine a plurality of tokens corresponding to the information request;

determine a plurality of vendors corresponding to the plurality of tokens;

determine first information provided by the plurality of vendors corresponding to the plurality of tokens; and

communicate the first information to the first computer.

42. A system for providing information to a user comprising:

a communication network;

a first computer system coupled to the communication network; and

a second computer system coupled to the communication network;

wherein the second computer system is configured to:

receive an information request from the first computer system, the information request generated in response to an action performed by the user;

determine a plurality of tokens corresponding to the information request;

determine a plurality of vendors corresponding to the plurality of tokens;

for each vendor from the plurality of vendors:

determine a set of tokens from the plurality of tokens associated with the vendor;

communicate information related to the set of tokens to the vendor; and

in response, receive information from the vendor corresponding to the set of tokens; and

communicate information received from the plurality of vendors to the first computer system.

43. A system for providing information to a user comprising:

a communication network;

a first computer system coupled to the communication network; and

a second computer system coupled to the communication network;

wherein the first computer system is configured to:

generate an information request in response to a user action; and

communicate the information request to the second computer; and

wherein the second computer system is configured to:

receive the information request from the first computer system;

access to a first set of rules identifying a plurality of tokens and information associated with the plurality of tokens;

determine a first set of tokens from the plurality of tokens corresponding to the information request;

determine first information corresponding to the first set of tokens based upon the first set of rules; and

communicate the first information to the first computer system.

44. The system of claim 43 wherein:

in order to generate the information request in response to the user action, the first computer system is configured to:

access a first web page provided by the second computer system, the first web page comprising an input field for inputting information; and

facilitate input of information identifying a second web page in the input field; and

in order to determine the first set of tokens from the plurality of tokens corresponding to the information request, the second computer system is configured to:

determine at least one token in the first set of tokens based on content information displayed by the second web page.

45. The system of claim 44 wherein the second web page is stored by a third computer system coupled to the communication network.

46. The system of claim 43 wherein:

in order to generate the information request in response to the user action, the first computer system is configured to:

access a first web page provided by the second computer system, the first web page comprising an input field for inputting information; and

facilitate input of content information in the input field; and

in order to determine the first set of tokens from the plurality of tokens corresponding to the information request, the second computer system is configured to

determine at least one token in the first set of tokens based on the content information input in the input field.

47. A computer program product stored on a computer-readable storage medium for providing information in response to an information request, the computer program product comprising:

code for providing a first set of rules identifying a plurality of tokens and information associated with the plurality of tokens;

code for receiving the information request from a first source, the information request generated in response to an action performed by the user;

code for determining a first set of tokens from the plurality of tokens corresponding to the information request;

code for determining first information corresponding to the first set of tokens based upon the first set of rules; and

code for communicating the first information to the first source.

48. The computer program product of claim 47 wherein the action performed by the user comprises accessing a first web page and the information request comprises content information displayed by the first web page.

49. The computer program product of claim 47 wherein:

the action performed by the user comprises requesting purchase of a plurality of items;

the information request comprises information identifying the plurality of items; and

the first information comprises information related to purchasable items corresponding to the plurality of items.

50. The computer program product of claim 47 wherein the first source is a first computer, the computer program code further comprises code for outputting the first information to the user via the first computer.

51. The computer program product of claim 47 wherein:

the information request comprises content information related to a plurality of items,

the code for determining the first set of tokens from the plurality of tokens corresponding to the information request comprises:

code for extracting keywords related to the plurality of items from the content information;

code for determining the first set of tokens corresponding to the keywords; and

the first information comprises information related to purchasable items corresponding to the plurality of items.

52. The computer program product of claim 51 wherein the first information comprises promotional information, branding information, and marketing information provided by a plurality of vendors for the first set of tokens.

53. The computer program product of claim 51 wherein the code for extracting the keywords related to the plurality of items from the content information comprises code for extracting a quantity value associated with at least one keyword extracted from the content information.

54. The computer program product of claim 53 wherein the code for extracting the keywords related to the plurality of items from the content information comprises code for extracting a unit of measure associated with the quantity value.

55. The computer program product of claim 47 wherein the code for determining the first set of tokens from the plurality of tokens corresponding to the information request comprises:

code for extracting a first plurality of keywords from the information request; and

code for determining the first set of tokens corresponding to the first plurality of keywords.

56. The computer program product of claim 55 wherein:

the code for extracting the first plurality of keywords from the information request comprises:

code for storing a list of keywords; and

code for identifying a keyword as belonging to the first plurality of keywords if the keyword is included in the information request and in the list of keywords; and

the code for determining the first set of tokens corresponding to the first plurality of keywords comprises:

code for storing a second set of rules identifying tokens from the plurality of tokens corresponding to keywords in the list of keywords; and

code for determining the first set of tokens corresponding to the first plurality of keywords based upon the second set of rules.

57. The computer program product of claim 56 wherein:

the list of keywords includes keywords specified by a plurality of vendors; and

the second set of rules includes rules specified by the plurality of vendors.

58. The computer program product of claim 47 wherein:

the first set of rules includes a first rule specifying a first condition involving a category associated with at least one token from the plurality of tokens and identifying information to be communicated to the user if the first condition is satisfied; and

the code for determining the first information corresponding to the first set of tokens based upon the first set of rules comprises:

code for determining if the first condition of the first rule is satisfied by tokens in the first set of tokens; and

if the first condition is satisfied, code for including the information identified by the first rule in the first information.

59. The computer program product of claim 47 wherein the first set of rules include rules configured by a plurality of vendors and the information associated with the plurality of tokens comprises information configured by a vendor.

60. The computer program product of claim 47 wherein the code for determining the first information corresponding to the first set of tokens based upon the first set of rules comprises:

code for determining a second set of rules from the first plurality of rules, the second set of rules including rules associated with the first set of tokens; and

code for determining the first information based on the second set of rules, the first information comprising information specified by the second set of rules.

61. The computer program product of claim 47 further comprising:

code for storing preferences for the user;

code for filtering the first information to include information which satisfies the user preferences; and

wherein the code for communicating the first information to the first source comprises code for communicating the filtered first information to the first source.

62. The computer program product of claim 47 wherein:

the first set of rules includes a first rule provided by a first vendor, the first rule specifying a first condition involving at least one token from the plurality of tokens and identifying information provided by the first vendor to be communicated to the user if the first condition is satisfied; and

the code for determining the first information corresponding to the first set of tokens based upon the first set of rules comprises:

code for determining if the first condition of the first rule is satisfied by tokens in the first set of tokens; and

if the first condition is satisfied, code for including the information provided by the first vendor in the first information.

63. The computer program product of claim 47 further comprising:

code for modifying the first set of rules by modifying the associations between the plurality of tokens and information associated with the plurality of tokens; and

wherein the code for determining the first information corresponding to the first set of tokens based upon the first set of rules comprises code for determining the first information based upon the modified first set of rules.

64. A computer program product stored on a computer-readable storage medium for providing information in response to an information request, the computer program product comprising:

code for receiving an information request from a first source, the information request generated in response to an action performed by the user;

code for determining a plurality of tokens corresponding to the information request;

code for determining a plurality of vendors corresponding to the plurality of tokens;

code for determining first information provided by the plurality of vendors corresponding to the plurality of tokens; and

code for communicating the first information to the first source.

65. A computer program product stored on a computer-readable storage medium for providing information in response to an information request, the computer program product comprising:

code for receiving the information request from a first computer system, the information request generated in response to an action performed by the user;

code for determining a plurality of tokens corresponding to the information request;

code for determining a plurality of vendors corresponding to the plurality of tokens;

for each vendor from the plurality of vendors:

code for determining a set of tokens from the plurality of tokens associated with the vendor;

code for communicating information related to the set of tokens to the vendor; and

in response, code for receiving information from the vendor corresponding to the set of tokens; and

code for communicating information received from the plurality of vendors to the first computer system.